

stimulus initiated by the consumer includes the perceivable stimulus.

Kaplan provides a kiosk station where a customer as a subscriber can preview music before purchasing. When the customer activates the kiosk a data file is created that identifies the customer and generates a selection preview. A centralized database can poll each kiosk station and the information that is gathered then analyzed and packaged into market research. As compared to the present invention set forth in claim 1, Kaplan fails to provide or suggest a network management center that receives files from content providers, assigns at least one attribute for each file to create designated files for distribution to end clients and a database that contains the designated files. Kaplan further fails to transmit the designated files to end clients, where the end client receives only certain designated files, e.g., those that are designated for that particular end client. Additionally, Kaplan does not transmit designated files that include advertising and inventory information.

Doerr et al., is similar to Kaplan and fails to provide, as set forth in claim 1, the network management center, creation of designated files by the network management center for distribution to end clients, where the end client receives only its designated files and the designated files that are transmitted include advertising and inventory information.

CONCLUSION

It is submitted that the present application is in form for allowance, and such action is respectfully requested.

The Commissioner is authorized to charge any additional fees that may be required, including petition fees and extension of time fees. To Deposit Account No. 23-2415 (Attorney Docket No. 14750-702).

Respectfully submitted,

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VERSION WITH MARKINGS TO SHOW CHANGES

Kindly amend claims 1 and 10 to read as follows:

1. (Thrice Amended) A method of disseminating information concerning a product, both of which are to be perceived by a consumer, said method comprising providing a network management center that receives files from content providers[, assigns at least one attribute for each file to create designated files for distribution to end clients and a database containing said designated files];

transmitting said designated files with advertising information and inventory information to end clients remotely disposed with respect to said database, wherein each end client receives only its designated files;

providing a perceivable stimulus, from said designated files to said consumer, said perceivable stimulus being associated with said product; and

wherein an interactive consumer stimulus initiated by the consumer includes said perceivable stimulus.

10. (Thrice Amended) A method of disseminating information concerning multiple products, said method comprising:

receiving files from content providers;

assigning at least one attribute for each file and create designated files for distribution to end clients;

creating a database containing said designated files;

selecting a plurality of end clients;

transmitting said designated files with advertising information and inventory information to end clients with each end client receiving only its designated files, wherein said end clients are remotely disposed with respect to said database, with subsets of said end clients corresponding to differing products, including transmitting information corresponding to a first of said multiple products to one of said [plurality of sites] end clients;

providing a perceivable stimulus, from said information corresponding to said first of said products, to a consumer positioned proximate to said one of said end clients, with said perceivable stimulus being associated with said first of said multiple products; and

wherein an interactive consumer stimulus initiated by said consumer includes said perceivable stimulus.